

CALL FOR ENTRIES



Event Date: April 18, 2019

Submission Deadline: February 21st

Best Launch Campaign

The Best Launch Campaign is an award designated for an agency team that worked with a client's brand team for a major market launch or relaunch of a prescription drug or medical device. This collection of people should demonstrate exceptional passion and dedication in addition to strong teamwork, meeting challenges, effectively communicating with the client, and going beyond the everyday to implement new concepts for the campaign. The recipient team is selected by *Med Ad News* editors based on the self-written nominations from agency and network executives in conjunction with additional research performed by our staff.

Due By February 21st*

- Nomination essay consisting of at least 250 words detailing an agency brand team that spearheaded a successful new product launch during the past year.

Submission Instructions:

Please submit all images and documents on our site: (no later than the due date above)
(Please upload materials clearly labeled with company name and one-word description of its contents i.e., ABC-Company_profiles_images.zip. Please separate items into folders: a folder for documents, a folder for award entry images, and a folder for magazine images, etc. All files should be placed on the web server as a .zip format clearly labeled including a word document describing each folder and its contents)

<https://outcomes.egnyte.com/ul/E1G2RID5Pw>

*1) Please adhere to the submission deadline dates. Failure to do so could jeopardize your opportunity to appear in the April 2019 issue.

2) *Med Ad News* editors reserve the right not to publish data from agencies that have not completely filled out the documents or that do not meet our criteria. The editors reserve the right to question the data.

Contacts:

Questions about the Best Launch Campaign Submission Process:

Andrew Humphreys at 267-685-9573 or Andrew.Humphreys@medadnews.com

Manny Awards Ticket Information:

Daniel Becker at 973-507-6701 or Daniel.Becker@medadnews.com or Visit [MannyAwards](#)

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